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A STUDY ON CUSTOMER SATISFACTION TOWARDS NESTLE PRODUCTS IN VILLUPURAM DISTRICT

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Abstract:

The project entitled "A Study on Customer Satisfaction towards Nestle products in Villupuram district". It had an objective to determine company's image of Nestle products towards customers and the primary objective was to study the customer satisfaction towards Nestle products and to analyze the factors influencing the purchase decision of the Nestle products. The data was collected from 50 respondents. The sample study of respondents was selected through random sampling method. After collecting the data, simple percentage analysis method and chi-square test was used as statistical tools for the data collected. From the data analyzed in this study, respondents are satisfied with the product's price and some respondents are dissatisfied with the product's taste. The major findings of this study was, majority of the respondents prefer Maggi and then product's price are reasonable. The suggestion was to introduce variety of flavours in products and should create awareness about usage volume of the products in order to protect the customer's health. The conclusion was that majority of customers are aware of the products and the price has significant, positive impact on customer satisfaction.

Keywords: Customer Satisfaction, Nestle products, Fast-moving consumer goods.

INTRODUCTION

Customer satisfaction is the term frequently used in marketing. In the scenario of satisfying the customer, the first thing is to make best product for customer. It is essential for businesses to effectively manage customer satisfaction. Customer plays an important role and are essential in keeping a product or service relevant, it is, therefore, in the best interest of the business to ensure customer satisfaction and build customer loyalty. It defined customer satisfaction as a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations.

Nestle India limited is the Indian subsidiary of nestle which is a Swiss multinational company. The company is headquartered in Gurgaon, Haryana. The company's products include food, beverages, chocolate, and confectioneries. Nestle was founded in 1866 by Henri nestle and is today the world's biggest food and beverage company. Nestle employ around 2,50,000 people from more than 70 countries and have factories or operations in almost every country in the world. Nestle has been serving this world for over one hundred and thirty years. Nestle India is one of the largest players in India's fast-moving consumer goods sector and has a long history in the country. now and has built a very special relationship of trust and commitment with the people of India. The continuously focuses its efforts to better understand the changing lifestyles of India and Nestle is one of the world's largest nutrition company in India.

Nestle has been a partner in India's growth for over a century anticipate customer needs in order to provide taste, nutrition, health and wellness through its product offerings. Nestle deals with mainly Dairy products. Nestle India manufactures products of truly international quality under internationally famous brand names such as Nescafe, Maggi, Milkybar, Kit Kat, Bar-One, Milkmaid and Nestea and in recent years the company has also introduced products of dairy consumption and use such as Nestle Milk, Nestle Slim Milk, Nestle Dahi and Nestle Jeera Raita. Nestle currently has over 2000 brands with a wide range of products across a number of markets, including coffee, bottled water, milkshakes and other beverages, breakfast cereals, infant foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food. The major competitors are Danone, Ferrero SpA, Kellogg's, Kraft Heinz, Mars Incorporated, Mondelez International, Pepsi Co, Unilever. The Covid-19 Pandemic did not affect Nestle negatively. Due to lockdown, people bought more packaged goods, not only coffee and dairy products, but also pet products, which increased the company's sales. Nestle recording its strongest quarterly sales growth 10 years.

REVIEW OF LITERATURE

S. Kirthika (2016) In her research article “**A Study on Consumer Behaviour Towards Nestle Products with Special Reference to Coimbatore City**”, set-out to study the consumer behaviour and their satisfaction towards the products of Nestle and to analyse the factor influencing the buyer decision of the consumers. They have collected only primary data or their analysis. They have used percentage analysis tools for their study. They have concluded that Nestle has received a pivotal position in the market for their products and to capture a major share in the consumer goods market the manufacturer has to provide quality goods at reasonable price.

Dr. Purvi Derashri, Mr. Dignesh S. Panchasara (2018) In their article “**A study of Consumer Satisfaction: A survey of Nestle products in Baroda city**”, set-out to understand the effectiveness of the marketing strategies of nestle limited and to understand the consumer profile of Nestle ltd. They have collected primary data for their analysis. They have used percentage analysis for their collected data. They have concluded that most of the product are purchased on the basis of quality, price, brand status, identify, services, packing creditability and self-esteem. Nestle does not own any agricultural land or farms but is committed to develop long term credible relationship with dairy farmers based on mutual trust.

N. Vijayanand, P. Thillairajan (2018) In their article “**A study on Consumers Inclination Toward Nestle products in Chennai city**” set out to revise the customer needs on Nestle Products and to observe the relationship between a variety of product reliability and other constructs. They have collected primary data only their analysis. They have used sample percentage method their study. They have concluded that the study found out greater part of customers choose Nestle chocolates. And the Nestle company can magnetize more customers and amplify their market shares and also to provide more and more assortment flavours according to the customer preference in chocolates.

Mr. Arun Kumar, Mrs. T. Merlin Usha (2022) In their research article. “**A study on Customer Satisfaction towards the Nestle Product in Coimbatore city**”, set-out to study the socio-economic characterise of the respondents and to ascertain the satisfaction level of the customer towards the nestle products. They have collected primary data for their study. They have used simple percentage and Chi-square test for their study. They have concluded that satisfaction of customer is buying silk Chocolate so that if process is lowered and to give little much importance to other product as nestle, milkmaid, every-day, flavour etc.,

Statement of the problem

In order to find out the solution, whether there is some satisfaction among the users of nestle product or not. This could be the influence of variable price, product image, quality of the product, and regularity of service. Customer satisfaction is a procedure by which customer report their feelings interest towards the product they use or prefer.

Objectives of the study

1. To study the customer satisfaction towards the products of nestle
2. To analyze the factors influencing the purchase decision of the nestle products
3. To study the factors affecting for consuming Nestle products

Scope of the study

To find how far people are aware and attracted towards the Nestle products. The scope of my study is also restricts itself to Villupuram district only. This study aims how the company satisfies their customer and their influences on buying decisions of selected respondents.

Limitations of the study

- The area of the study is only at Villupuram. Hence, this research is not cover the other geographical area.
- This study was done only with the Nestle products.
- The time provided for the project work to do is limited to go for in-depth study.

RESEARCH METHODOLOGY

Research Design

Research design includes survey and fact finding inquires of different kinds. The major purpose of descriptive research is descriptive of state of affairs as it exists at present.

Sampling design of the study

The sampling method used in this research is simple random sampling.

Sampling size of the study

Only 50 respondents have been selected through primary sampling method. Primary sampling unit refers to sampling units that are selected in the first (primary) stage of a multi- stage sample ultimately aimed at selecting individual elements.

Area of the Study

The area of the study focuses on Villupuram District only.

Period of the study

The researchers had a time duration from July to November (2022) for the study of the research.

Hypothesis of the study

H1- There is no significant relationship between age of the respondent and factors influencing the customer to purchase the nestle product.

H2- There is significant relationship between age of the respondent and factors influencing the customer to purchase the nestle product.

Statistical tools used for analysis

- ✓ Simple Percentage analysis
- ✓ Chi- Square Test

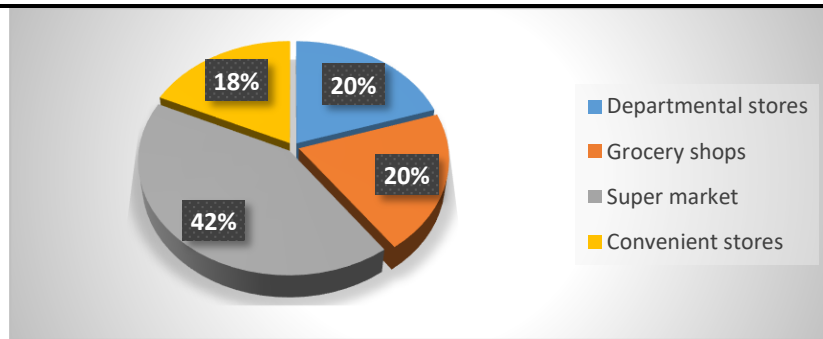
DATA ANALYSIS & INTERPRETATION

TABLE NO 1

Where do you buy Nestle products from?

S. NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Departmental stores	10	20%
2	Grocery shops	10	20%
3	Super market	21	42%
4	Convenient stores	9	18%
	TOTAL	50	100%

Source: Primary Data



Interpretation

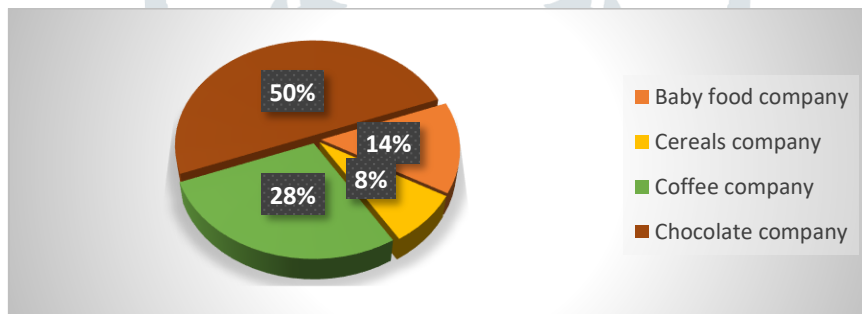
This table shows that out of 50 respondents, the majority respondents are 42% of super market, then 20% of respondents are of departmental stores and grocery shops, and the least respondents are 18% of convenient stores.

TABLE NO 2

How do you see Nestle company as?

S. NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Baby food company	7	14%
2	Cereals company	4	8%
3	Coffee company	14	28%
4	Chocolate company	25	50%
	TOTAL	50	100%

Source: Primary Data



Interpretation

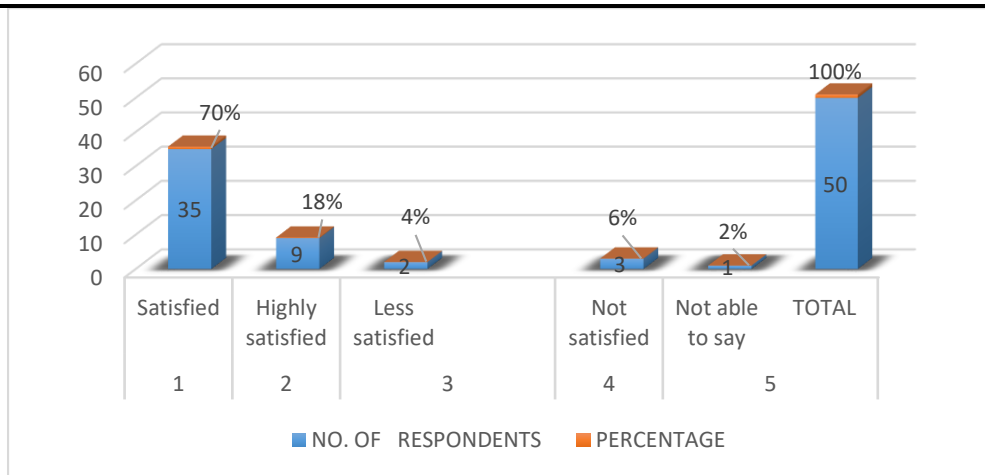
This table shows that out of 50 respondents, the majority respondents are 50% of chocolate company, the 28% of respondents are of coffee company, then 14% of respondents are of baby food company and the least respondents are 8% of the cereals company

TABLE NO 3

Have you satisfied with Nestle products?

S. NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Satisfied	35	70%
2	Highly satisfied	9	18%
3	Less satisfied	2	4%
4	Not satisfied	3	6%
5	Not able to say	1	2%
	TOTAL	50	100%

Source: Primary Data



Interpretation

This table shows that out of 50 respondents, majority of respondents of 70% satisfied, then 18% of respondents or highly satisfied, then 4% of respondents of less satisfied, then 6% respondents of not satisfied and the least respondents are 2% of not able to say.

CHI-SQUARE TEST

TABLE NO 1

Relationship between Age factors influence the customer to purchase the Nestle Products

AGE	ECONOMIC	LIFE-STYLE	EATING HABITS	INCOME	EDUCATION	TOTAL
UNDER18	1	1	7	0	0	9
18-25	2	2	14	0	0	18
26-35	2	0	5	0	0	7
36-45	1	1	6	0	0	8
ABOVE45	3	0	4	1	0	8
TOTAL	9	4	36	1	0	50

Source: Primary Data

H1- There is no significant relationship between age of the respondent and factors influencing the customer to purchase the Nestle product.

H2- There is significant relationship between age of the respondent and factors influencing the customer to purchase the Nestle product.

Level of Significance :5%
 Degree of Freedom :16%
 Tabulated value :26.296
 Calculated value :10.9403

Since, the calculated value is lesser than table value the null hypothesis is rejected. There is significant different between age group and factors influencing the customer to purchase the Nestle product.

FINDINGS

- Majority (42%) of the respondents are buying nestle products from super market
- Majority (50%) of the respondents are using nestle company as chocolate company
- Majority (70%) of the respondents are satisfied with nestle product

SUGGESTIONS

- Nestle company should introduce variety of Savours in product
- Nestle products has satisfied the customers by providing good quality of product and this help doing their business to product.
- Nestle products gets good opinion among the customers among its product and the services.

- Respondents expect only the related product along with the product, for promotional offers, company should go for free gifts other than going for other way.

CONCLUSION

A survey of the people has been conducted to know the liking pattern of the nestle product. Quality is the main motivational factor for the consumers to buy the chocolates of nestle. Some people often like to have a chocolate with good flavors, quality and crunchiness so they are going towards kit-kat and munch of nestle due to its taste and crunchiness. Nestle does not own any agriculture land or farms, but is committed to develop long-term credible relationships with dairy farmers based on mutual trust. It is concluded from the study that majority of customers are aware of the products offered by the company. The study also reveals that customer satisfaction is widely varied in accordance with quality of products, taste and price. Hence, the price has significant and positive impact on customer satisfaction.

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